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从闽南大戏院的发展现状探索厦门剧院发  
展新模式

Exploration of New Development Model for Xiamen Theater  
Based on the Present Development Conditions of Banlam  
Grand Theater

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## 摘 要

“中演院线”是由中国对外文化集团公司旗下中演演出院线发展有限责任公司发起、运营、管理的现代化、综合性全国文艺演出院线，是在国家工商行政管理总局正式注册的首家文艺演出院线，在业界享有极高声誉。作为“中演院线”直营剧院的厦门闽南大戏院，是目前福建省规模最大、最具现代化的戏曲艺术剧院。自中演院线加盟以来，闽南大戏院不但成为了厦门公共文化演出设施的新地标，还将弥补岛内东部文化设施的空白，同时带动促进厦门“东部文化圈”的形成发展，已逐渐成为厦门提升城市文化影响力的重要平台，以及东南沿海大型文化艺术中心和国际文化交流平台。厦门的文化产业也因此获得突飞猛进的发展。但纵观全国演出市场，厦门闽南大戏院与其他中演院线直营剧院相比除客观因素外，却也存在众多不足，除闽南大戏院以外的，厦门本地剧院也面临着止步不前的的发展瓶颈。本文试通过对中演院线管理经营下的广州大剧院和山东省会大剧院与闽南大戏院的购票者进行问卷调查的形式收集数据，以及结合闽南大戏院2013年11月至2014年11月的销售数据结合，用“描述性统计”和“卡方检验”等方式对所得数据进行详细的整理、对比、分析，从而探索适合厦门剧院发展的新模式。

**关键字：**闽南大戏院；中演院线；剧院发展；卡方检验



## ABSTRACT

“China Arts and Entertainment Group” is a modern comprehensive national art performance group launched, operated and managed by China Arts and Entertainment Group Development Co., Ltd. under China Arts and Entertainment Group, which is the first artistic performance line that is officially registered at the State Administration for Industry and Commerce and enjoys a high reputation in the industry. As the direct theater of “China Arts and Entertainment Group”, Banlam Grand Theater is the largest and most modern opera art theater in Fujian Province. Since the joining of China Arts and Entertainment Group, Banlam Grand Theater not only becomes a new landmark of the public cultural performance facilities in Xiamen, but also makes up the gap of cultural facilities in the eastern part of the island, and drives the formation and development of Xiamen “Eastern Cultural Circle”. It has become an important platform for Xiamen to upgrade its urban cultural influence as well as the large cultural art center in the southeastern coast and an international cultural exchange platform. Therefore, the cultural industry in Xiamen also advances rapidly. Throughout the national performance market, compared with other direct operating theaters of China Arts, Banlam Grand Theater has many inadequacies in addition to objective factors. In addition to Banlam Grand Theater, the local theaters in Xiamen also face the stalled development bottleneck. This paper tries to collect data by conducting questionnaire over the ticket holders in Guangzhou Opera House, Shandong Grand Theater and Banlam Grand Theater under the administration of China Arts and Entertainment Group, combines with the sales data of Banlam Grand Theater from November 2013 to November 2014, adopts the “descriptive statistics” and “chi-square test” to make detailed analysis, comparison, sorting of the obtained data, and thus explores the new development model of theaters in Xiamen.

**Keywords:** Banlam Grand Theater; China Arts and Entertainment Group; Theater Development; Chi-square Test





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